



# D10.1 UPDATED STAKEHOLDER ENGAGEMENT AND DISSEMINATION STRATEGY

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## Executive summary

In the evolution of urban transport, NEXUS is an EU-funded project that seeks to establish an innovation benchmark, addressing crucial challenges and guiding European metros toward transformative futures.

With a holistic approach, NEXUS envisions a future where technology enhances operations in a sustainable manner. The project weaves a narrative where metros become dynamic, adaptable entities. The participation of stakeholders such as metro operators and passenger representatives will expand the project's results not only locally but also on an international level. Through optimization, analysis, energy, and service efficiency, NEXUS aspires to pioneer innovative solutions demonstrating their effectiveness in two European cities (Genoa, Italy, and Sofia, Bulgaria) for the urban and metro transport of the future.

Deliverable D10.1 “Updated Stakeholder Engagement and Dissemination Strategy” – prepared within Work Package (WP) 10 “Stakeholder Engagement and Dissemination Strategy 2nd RP” – builds upon the foundations established in D9.1 and D9.2. It provides an updated, integrated framework to guide all stakeholder engagement, dissemination, and communication activities during the second reporting period of the NEXUS project (M13–M24).

This deliverable consolidates the experience and lessons learned from the first reporting period, updating the strategy, tools, and methodologies to ensure coherent, impactful, and well-coordinated engagement with the NEXUS stakeholder community. It refines the framework for identifying, clustering, and interacting with stakeholders; reinforces communication and dissemination procedures; and introduces adjusted monitoring and evaluation mechanisms for performance tracking through updated Key Performance Indicators (KPIs).

The updated strategy continues to promote transparent, targeted, and inclusive engagement with metro operators, public transport authorities, policymakers, manufacturers, researchers, and user associations. It defines the communication channels, tools, and materials used to support these activities, including updated visual identity guidelines, the NEXUS website, social media presence, video interviews, podcasts, policy briefs, and event participation.

In line with the project's objectives, D10.1 also details the approval procedures, reporting guidelines, and dissemination coordination processes to ensure that all communication outputs are consistent with the project's identity and compliant with Europe's Rail Joint Undertaking and EU visibility requirements.

The document serves as a practical reference for consortium partners—particularly Work Package and Task Leaders—outlining responsibilities, engagement pathways, and dissemination channels. It provides a clear roadmap for the second half of the project, ensuring that NEXUS maintains effective stakeholder collaboration, broad visibility, and measurable communication impact.

Ultimately, D10.1 ensures continuity and coherence across all stakeholder engagement and dissemination efforts, enabling NEXUS to maximise the visibility, uptake, and long-term impact of its results as it enters the final phase of implementation and validation.



Social Media link:



For further information please visit [nexus-project.eu](https://nexus-project.eu)

## LIST OF ABBREVIATIONS AND ACRONYMS

Acronym	Meaning
AI	Artificial Intelligence
C&D	Communication and Dissemination
EAB	External Advisory Board
EC	European Commission
EURAIL	Europe's Rial Joint Undertaking
GA	Grant Agreement
GDPR	General Data Protection Regulation
GP	General Public
HE	Horizon Europe
KoM	Kick-off Meeting
KER	Key Exploitable Result
KPI	Key Performance Indicator
PA	Public Authorities
PRM	Persons with Reduced Mobility
PS	Project Sisters
PSC	Project Steering Committee
RB	Regulatory Bodies
RP	Report
R&A	Researchers and Academia
R&I	Research and Innovation
SE	Stakeholder Engagement
SE & D	Stakeholder Engagement and Dissemination
WP	Work Package

# 1 INTRODUCTION

## 1.1 PROJECT INTRODUCTION

The project Next-gen technologies for enhanced metro operation (NEXUS) is a Horizon Europe project running from 1 October 2024 to 30 September 2026 and deployed by a consortium of 13 partners. The objective of the NEXUS project is to establish an innovation benchmark, addressing crucial challenges and guiding European metros toward transformative futures. Through optimisation, analysis, energy and service efficiency, NEXUS aspires to pioneer innovative solutions, testing them in 2 European cities (Genoa, Italy and Sofia, Bulgaria) for the urban and metro transport of the future.

## 1.2 PURPOSE OF THE DELIVERABLE

NEXUS addresses societal needs, creating a vision that evolves into dynamic, adaptable systems. Stakeholder involvement, including metro operators and passenger representatives, deepens the project's impact. The Stakeholder Engagement Strategy designed in D9.1 has proven crucial for fostering an inclusive and collaborative environment, allowing stakeholders to make substantial contributions to project actions, and facilitating the uptake and deployment of the NEXUS innovations and results. The guide outlined a four-step process for stakeholder engagement: engagement planning, stakeholder mapping and clustering, preparation and engagement, and engagement review and improvement. Its efficacy has been attested by the activities reported in D9.2 which was submitted just a month before this update.

Due to the importance of stakeholder engagement in the project, two specific tasks for stakeholder engagement and dissemination strategy were defined within the project framework (Task 9.1 – Work Package 9 for RP1 and 10.1: Updated stakeholder engagement and dissemination strategy for Work Package 10 – under which this deliverable is developed). The general aim of these tasks was and is to ensure a harmonised and transparent process maximising the project impact across all stakeholder groups.

In particular, the goal of task 10.1 especially is to provide all NEXUS' work packages for RP2 with a centralised approach for identifying target audience clusters, defining key messages, and determining the materials, media, and channels to be used for stakeholder engagement building on the work carried out in RP1 and documented in D9.1 and D9.2. Furthermore, the task also establishes a timeline for activities, including events, and outlines potential risks with steps to mitigate them. Additionally, Task 10.1 reviews and updates the measurable performance indicators (KPIs) set in T9.1 and provides mechanisms for monitoring and analysing these targets to ensure effective engagement and dissemination. Lastly, this updated Strategy clarifies requirements in regard to compliance with the acknowledgement of funding bodies, ensuring that the project properly disseminates their role in this initiative.

The terms ‘dissemination’, ‘exploitation’ and ‘communication’ will be used frequently in this document, and their meaning is as per the European Commission’s definitions provided in the European Union’s website for Research and Innovation as defined in **Figure 1**. Communication, Dissemination and Exploitation below.

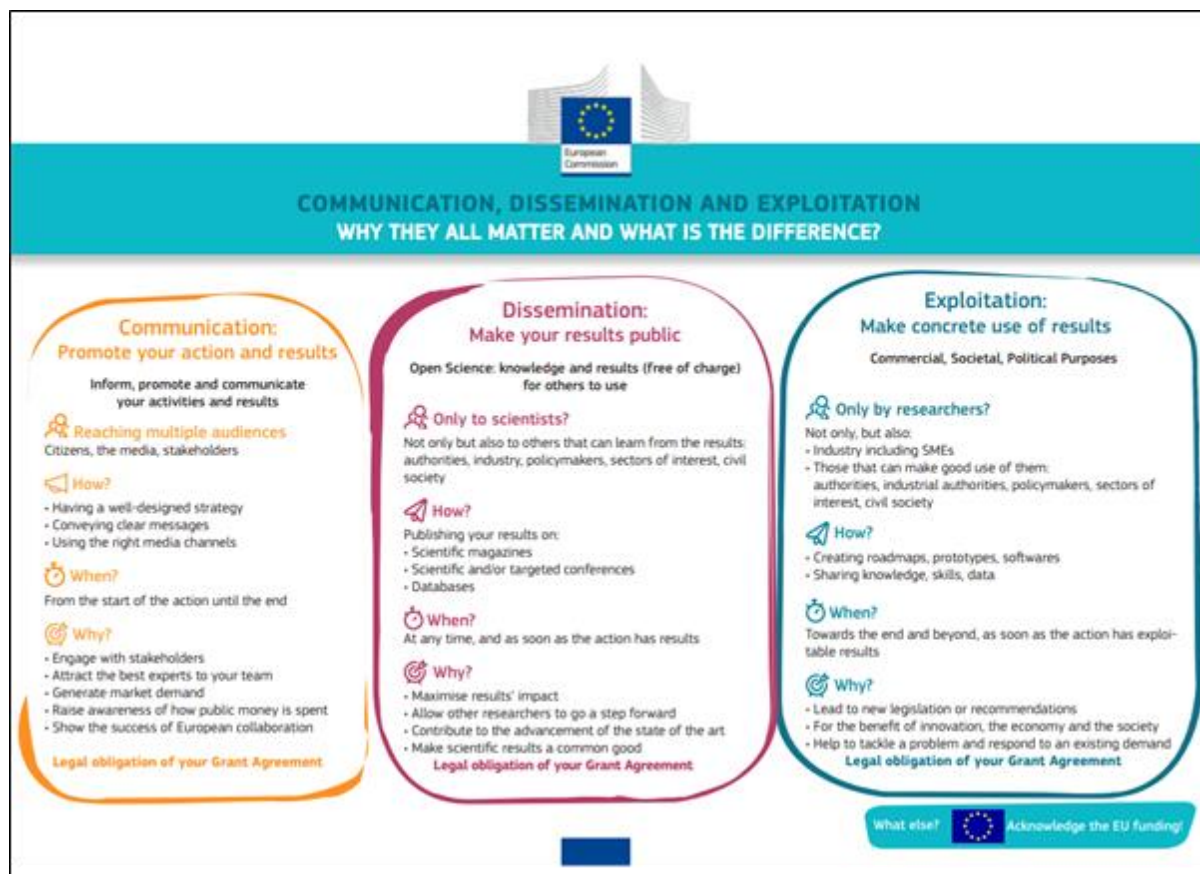


Figure 1. Communication, Dissemination and Exploitation

The present Deliverable is a key element in the process of monitoring, reviewing, and improving on the project’s activities necessary to deliver the expected outcomes of WP 10 and NEXUS’ stakeholder engagement at large. It responds to the results achieved, based on the strategy developed for D9.1 and reported in D9.2, highlighting risks, best practices, and potential improvements. For ease of use and continuity it follows the structure of D9.1 with slight modifications. To avoid repetition, sample images from activities carried out in RP1 are not published here as well, and we direct the reader to the publicly available D9.1 and D9.2 for a complete overview of the activities carried out before this update.

The updated NEXUS Stakeholder Engagement and Dissemination Strategy ensures optimal tools and methodologies to engage with stakeholders at the local, national and European level, ensuring inclusive and collaborative implementation of the project’s activities. The strategy offers Consortium partners

responsible for executing tasks and activities needing specific stakeholder inputs the means to pursue two main purposes:

- to ensure a harmonised and transparent process, facilitating effective contributions from a wide range of stakeholder groups.
- to have access to a centralised approach and standardised ruleset for contacting and engaging stakeholders, tracking and reporting engagement outcomes, and establishing further engagement activities.

## 1.3 INTENDED AUDIENCE

Deliverable 10.1 is a public document that can be consulted by the European Commission, Europe's Rail Joint Undertaking, external stakeholders, or any interested reader. Specifically, it serves as a guide for the NEXUS project partners who need to be informed about the use of the NEXUS internal and external branding and marketing resources to contribute to the project's extensive promotion and diffusion, and who need to be familiar with the guidelines for engaging with stakeholders and reporting/disseminating outcomes of the project for its second half and beyond.

## 1.4 INTERRELATION

This deliverable is a strategic document providing Project Partners at the inception of RP2 with an updated communication, dissemination, and stakeholder engagement strategy. It thus includes revised ground rules for approaching stakeholders designed in the first half of the project. It also provides a clear reflection of the implementation of guidelines on reporting and tracking engagement outcomes and co-participatory processes. Stakeholder engagement and dissemination activities are strongly related to all project WPs, as they promote the project activities, results and developments and focus on their further exploitation. Building on the reflections carried out in D9.2, the present strategy improves the project's flow of information and increases the diffusion of the exploitation and uptake of NEXUS results beyond the project timeline, ensuring its long-lasting impact.

The deliverable is therefore strongly related to D9.1 and 9.2, which follows quite shortly. It will inform the efforts to be reported in D10.2 'Stakeholder engagement and dissemination activities report – Year 2' and D10.3 'Exploitation plan and road mapping' (due both M24).

This deliverable builds on and the work carried out in the following tasks and deliverables.

- Task 9.1 'Stakeholder engagement and dissemination strategy': this Task informed the production of D9.1 and D9.2, on which the present document is built.
  - Followed up by T10.1, which overtakes its role.
- Task 9.2 'Communication channels and tools': this task developed and made use of tools to ensure an effective stakeholder engagement and dissemination strategy.
  - Followed up by T10.2 which overtakes its role.

- Task 9.3 ‘Technical dissemination and events’: which provided an overarching strategy and guidelines for engaging and reporting about these dissemination activities, including on NEXUS identity as such stages.
  - Followed up by 10.3 which overtakes its role.
- Task 9.4 ‘Outreach and stakeholder engagement’: This task covered the arrangement of NEXUS stakeholder engagement, including the first stakeholder workshop.
  - Followed by T10.4, which oversees the second and third stakeholder workshops as well as the overarching engagement with the NEXUS stakeholder reference group, up to 30 stakeholders by M24.
- Task 9.5 ‘Exploitation strategy and plan’: which informed the development of a project exploitation plan.
  - Followed by T10.5 as the Task in charge of performing the exploitation plan.

In addition, stakeholder engagement directly builds and contributes on technical WPs such as 7 and 8 as both Validation (WP7) as well as the assessment of technology operational performance on relevant economic, environmental, and social dimensions. (WP8).

## 1.5 STRUCTURE OF THE DELIVERABLE

Deliverable D10.1 provides an updated dissemination and communication (D&C) strategy and plan for the NEXUS project, reflecting progress to date and outlining the approach for the remaining project period. It ensures a coherent and targeted framework for visibility, stakeholder engagement, and knowledge sharing, aligning with the project’s objectives and expected results as defined in the Grant Agreement and in close coordination with Europe’s Rail Joint Undertaking.

Chapter 2 presents the methodological framework underpinning the engagement and dissemination approach, including lessons learned, monitoring and evaluation mechanisms, and coordination aspects. Chapter 3 details the updated stakeholder engagement strategy, defining its objectives, engagement types, channels, and tools—spanning physical events, digital platforms, and printed materials. It also provides an updated stakeholder identification and analysis, target groups, key messages, and planned engagement activities, as well as an overview of potential risks and mitigation measures.

Chapter 4 focuses on the dissemination strategy and plan, describing the procedures for approval and reporting, the use of visual identity and EU-related logos, and the updated dissemination channels and tools, including scientific publications, project events, videos, podcasts, and policy briefs. It also outlines synergies with other relevant initiatives and activities. Chapter 5 summarises the dissemination activities, presents the key performance indicators (KPIs) for monitoring their effectiveness, and includes the timeline for the second reporting period (RP2).

The deliverable concludes with Chapter 6, which summarises key insights and next steps, followed by references and annexes providing supporting materials, such as templates, visual identity elements, dissemination records, and the updated stakeholder register.

## 1.6 ROLES & RESPONSIBILITIES

The stakeholder engagement and dissemination activities of NEXUS fell previously under WP9 and currently under WP10. The present document updates the work carried out in WP9 and adapts it to the project's renewed framework for its second half, not last in terms of different WPs' interrelations<sup>0</sup>. The NEXUS Stakeholder Engagement and Dissemination strategy will be implemented with the active involvement of all partners, under the coordination of the WP Leader (ERTICO) and the Project Coordinator (STAM). In regard to the concluding work package, responsibilities include the following:

- Stakeholder Engagement activities:  
WP Leader (ERTICO) is responsible for the timely and accurate performance of stakeholder engagement activities, including meeting deadlines, monitoring and achieving project KPIs. This role has been supported by activities performed by task leaders and partners involved in WP9 activities and will be so for WP10 (i.e. STAM SRL; TIS PT Consultores em Transportes, Inovacao e Sistemas; SIEMENS Mobility Austria GMBH; Virtual Vehicle Research GMBH; Azienda Mobilità e Trasporti SPA, Aston University, Metropolitan JSC, Performance Technologies Anonymos Etaira Pliroforikis; Technische Universität Wien; Università Degli Studi di Genova; Higher School of Transport – Todor Kableshkov; Union Internationale des Transports Publics). The WP9 leader has been supported by consortium members' commitment in terms of timely and transparent information sharing, engagement in communicating the key messages and maintaining and expanding the stakeholder network.
- Dissemination activities:  
ERTICO took up the role of the Project Dissemination & Communication Manager. Whereas consortium members were and are responsible for producing and publishing scientific papers and journal publications, the WP9 Leader (ERTICO), together with the project coordinator (STAM), coordinated and will continue to coordinate these activities, as well as participation in relevant events and organisation of workshops. ERTICO is also responsible for collecting, monitoring and reporting all the events and publications produced by consortium partners. The Dissemination Activities Record live document, as well as Dissemination Reporting guidelines (presented in ANNEX 2: DISSEMINATION ACTIVITIES RECORD & REPORTING FORM and in Section 3), have been and will remain the main tool to keep track of all dissemination activities.

## 2 FRAMEWORK METHODOLOGY

This section outlines the methodological framework guiding the NEXUS Stakeholder Engagement and Dissemination Strategy for the second half of the project. The approach builds upon the methodology originally defined in Task 9.1 and validated through its application during the first implementation period (M1–M12), as reported in D9.2. The framework remains based on the four-step model proposed by Manoochchetri et al. (2020), which has proven well-suited to managing diverse and dynamic stakeholder ecosystems within complex, multi-partner initiatives such as NEXUS and will be applied for the remainder of the project under the follow-up WP10 - Stakeholder engagement and dissemination strategy 2nd RP.

For the remaining project period (M13–M24), this methodology has been refined to incorporate lessons learned and to align engagement and dissemination actions with the project’s demonstration, exploitation and legacy-building activities.

### 2.1 OVERVIEW OF THE ENGAGEMENT FRAMEWORK

The NEXUS stakeholder-engagement methodology continues to follow a cyclical four-step process ensuring continuous improvement and coherence across all communication, dissemination, and stakeholder-related actions.

The updated framework will guide all future engagement and dissemination activities according to the fundamental key steps defined in D9.1 and assessed in D9.2:

- i. **Design of the Stakeholder Engagement Plan** – definition of stakeholder types, communication channels, engagement formats and timelines. The design phase will now focus on aligning engagement activities with demonstration outcomes, exploitation planning and policy outreach.
- ii. **Stakeholder Mapping** – identification, analysis and clustering of stakeholders according to their level of influence, interest and relevance to NEXUS objectives. Mapping will remain a dynamic exercise, updated as new partners, associations or policy actors become relevant.
- iii. **Preparation and Engagement** – organisation of the logistical, technical and content aspects of stakeholder interactions. Emphasis will be placed on hybrid and digital formats to ensure accessibility and continuity of engagement across geographies.
- iv. **Review and Improve** – systematic collection and assessment of feedback to evaluate effectiveness, adjust messages, and identify additional opportunities for collaboration and impact.

This four-steps approach will continue to ensure consistency of stakeholder relations, targeted communication, and alignment with Europe’s Rail Joint Undertaking (EU-RAIL) strategic priorities.

According to previously established timelines, this second year focuses more strongly on consolidation, knowledge transfer, and long-lasting legacy.

## 2.2 APPLICATION OF THE METHODOLOGY IN THE FINAL PROJECT PHASES

The refined methodology will guide stakeholder engagement and dissemination throughout Phases 3 and 4 of NEXUS’ Dissemination and Communication Strategy (M13–M24). These phases focus on consolidating results, validating demonstrations, and transferring knowledge to ensure the uptake and exploitation of project outcomes.

Table 1. NEXUS Stakeholder engagement framework - Phases 3 and 4

TYPE OF INFORMATION	TARGET AUDIENCE	CHANNELS	GOALS
Phase 3: Consolidating and transferring knowledge – M13-M18			
Interim results, Progress of demonstrations, Exploitation potential.	Metro operators, industry associations, user groups, national and public authorities	2nd Stakeholder Workshop, external events, newsletters, website, LinkedIn	Validation of interim results, knowledge exchange, stakeholder feedback collection
Phase 4: Creating the NEXUS legacy – M19-M24			
Final results, exploitation plans, recommendations and policy implications.	Public transport authorities, policymakers, EU institutions, wider public	Final event, policy workshops, publications, press releases, end-of-project video	Maximisation of impact, uptake of innovations, policy integration and sustainability

This phased implementation ensures that engagement activities evolve with project maturity and that the right audiences are reached with appropriate messages at the right time.

## 2.3 LESSONS LEARNED AND METHODOLOGICAL ADJUSTMENTS

The experience gained during the first year of implementation confirmed the robustness and adaptability of the NEXUS methodology while also highlighting areas for refinement:

- **Enhanced coordination with partners on Dissemination and Communication (D&C) criteria and obligations:** Closer monitoring and targeted support of partners' activities will ensure that NEXUS D&C outputs accurately reflect both project achievements and the visibility requirements of the funding bodies.
- **Strengthening digital communication channels:** LinkedIn has proven to be an effective platform for outreach and engagement exceeding expectations. It will remain a core component of the dissemination strategy, with further optimization of content and audience targeting.
- **Improved internal coordination among work packages:** Weekly internal newsletters and regular updates during both online and in-person project meetings will reinforce cohesion and information flow across the consortium.
- **Increased focus on outreach and events in Year 2:** As the project enters its second year, greater emphasis will be placed on external engagement activities. This will include revising project materials and presentations and ensuring stronger alignment between partners to maximize visibility and impact at relevant events.

These methodological adjustments will be systematically embedded into the engagement cycle to further enhance the effectiveness, coherence, and efficiency of dissemination and communication efforts during the remaining project period.

## 2.4 MONITORING AND EVALUATION

Monitoring of stakeholder engagement and dissemination will continue on a regular basis using the indicators defined in D9.1.

Data will be collected through partner activity reports, event feedback forms, website analytics and social-media insights. Findings will feed into the *Review and Improve* step, ensuring that lessons learned are rapidly integrated into ongoing activities and reported in future deliverables.

## 2.5 COORDINATION WITH EUROPE'S RAIL JOINT UNDERTAKING

Throughout the remainder of the project, NEXUS will maintain close coordination with the Communication Team of the Europe's Rail Joint Undertaking. This collaboration ensures consistency of messaging, maximises visibility within the JU portfolio and supports alignment with broader EU-RAIL strategic objectives. NEXUS partners will continue to report communication, dissemination and stakeholder-engagement activities to Europe's Rail JU following established procedures, thus enabling synergies and shared outreach opportunities across the programme. This includes monthly updates on



activities and outputs, as well as timely communications about upcoming events, milestones, and other relevant elements.

## 3 NEXUS STAKEHOLDER ENGAGEMENT STRATEGY & PLAN

### 3.1 OBJECTIVES AND SCOPE OF THE UPDATED STRATEGY

The updated Stakeholder Engagement Strategy defines the framework through which NEXUS will continue to interact with its key stakeholders during the final project phase. It refines the original strategy outlined in D9.1 and assessed in D9.2, integrating the lessons learned from the first implementation period and aligning future engagement actions with the demonstration, exploitation, and legacy-building objectives of the project.

The NEXUS Stakeholder Engagement Strategy continues to describe the type and degree of stakeholder engagement, the main target groups, the key messages to be delivered, and the channels and tools through which these interactions will take place. It also provides an overview of potential risks, mitigation measures, and monitoring indicators. This updated version focuses on sustaining and expanding engagement, ensuring that all relevant audiences remain informed, involved, and mobilised toward the uptake of NEXUS results.

A clear understanding and coordinated application of this strategy remains fundamental to ensure coherence and effectiveness across the consortium. In this context, all project partners share responsibility for supporting stakeholder engagement, ensuring that communications and dissemination activities are consistent, evidence-based, and aligned with the Europe's Rail Joint Undertaking (EU-RAIL) objectives.

For the final phase (M13–M24), stakeholder engagement in NEXUS will primarily aim to:

1. **Support demonstration and validation** by further engaging operators, technical partners, and user groups in assessing results and providing feedback on system performance.
2. **Facilitate exploitation and uptake** of project outcomes through further collaboration with industry stakeholders, policymakers, and EU-level networks.
3. **Maximise visibility and long-term impact** by transferring knowledge to a wider community of metro operators, authorities, and researchers across Europe.
4. **Ensure sustainability and policy relevance** by engaging decision-makers and standardisation bodies to embed project findings in future practices and frameworks.

This updated approach builds upon the established four-step methodology summarised in Section 2, while introducing refinements to adapt engagement activities to the evolving project context and the needs of the stakeholder ecosystem.

## 3.2 TYPE AND DEGREE OF STAKEHOLDER ENGAGEMENT

Stakeholder participation remains a cornerstone of the NEXUS project and a key driver for ensuring that its innovations achieve lasting impact across European metro systems. During the first project period, engagement activities successfully raised awareness, collected input from diverse audiences, and built a collaborative ecosystem around NEXUS.

For the final project phase (M13–M24), the engagement strategy continues to rely on three complementary levels of participation—informative, consultative, and collaborative—while focusing more strongly on validation, exploitation, and policy transfer. These modes of interaction will ensure that stakeholders remain actively involved, their feedback informs final deliverables, and the results are broadly disseminated and adopted beyond the project’s lifetime.

Table 2. Type and Degree of Stakeholder Engagement in NEXUS Work Packages

Type of Stakeholder Engagement	Activities
Informative (knowledge diffusion)	C&D through website, newsletters, and presentations at conferences and workshops.
Consultative (knowledge utilisation)	Gathering input from metro operators, passenger representatives, and regulatory bodies.
Collaborative (co-creation of knowledge)	Co-designing and validating innovative solutions in metro adaptability and automation.

This tiered approach ensures that all relevant actors—from metro operators and authorities to policymakers and research organisations—are engaged at the appropriate depth and timing. It also provides a structured pathway for converting awareness into collaboration, and collaboration into measurable impact.

### 3.2.1 INFORMATIVE ENGAGEMENT

The informative dimension of stakeholder engagement in the final phase focuses on communicating validated outcomes and the overall benefits of NEXUS innovations for metro operations. The goal is to ensure widespread awareness of the project’s achievements and facilitate their integration into industry and policy discussions.

Specifically, the **objectives** of the informative approach are to:

- **Articulate key messages and results:** Present clear, consistent messages about NEXUS goals and outcomes, supported by engaging communication materials, tools, and channels.

- **Raise awareness and understanding:** Increase stakeholder knowledge of project objectives, benefits, and innovations among key audiences such as metro operators, policymakers, and user associations.
- **Promote NEXUS as a reference initiative:** Position NEXUS as a leading project in adaptable and inclusive metro systems through impactful dissemination and communication activities.

Example activities include continuous social media dissemination, publication of result-oriented articles on the website, and targeted promotion of outcomes through Europe's Rail communication channels.

### 3.2.2 CONSULTATIVE ENGAGEMENT

Consultative engagement during the final phase seeks to **validate project outcomes** through stakeholder feedback and support exploitation planning. It moves beyond general consultation to focus on the usability and scalability of NEXUS solutions.

Key objectives include:

- **Collect structured feedback** from metro operators, user associations, and technical experts on demonstration results and operational implications.
- **Co-design exploitation pathways** in collaboration with partners and external stakeholders to facilitate real-world implementation.
- **Engage policy and regulatory bodies** to ensure that lessons learned inform future standards and guidelines.

Consultative engagement will be primarily conducted through the second and third Stakeholder Workshops, thematic sessions at the final event, and dedicated bilateral exchanges with end users and industry representatives.

### 3.2.3 COLLABORATIVE ENGAGEMENT

Collaborative engagement represents the highest level of participation, aimed at **co-creating value and ensuring continuity beyond the project**. It involves close collaboration with key external stakeholders, including EU-RAIL partners, sister projects, and metro operators, to consolidate knowledge and transfer results into future initiatives.

Key objectives include:

- **Strengthen cross-project collaboration:** Align with other EU-RAIL activities and relevant EU-funded actions to ensure coherence and complementarity.
- **Co-develop policy and technical recommendations:** Produce shared documents capturing NEXUS outcomes, best practices, and lessons learned.
- **Build long-term partnerships:** Facilitate ongoing cooperation through joint events and shared communication campaigns.

Collaborative engagement will culminate with the **Final NEXUS Event**, where all stakeholder categories will contribute to the validation of results and discuss follow-up actions for future research and innovation.

## 3.3 ENGAGEMENT CHANNELS

The NEXUS project continues to rely on a combination of physical and digital engagement channels to reach, involve, and collaborate with its diverse stakeholders. Building upon the foundations established in the first year, these channels have been refined and expanded to maximise visibility, inclusiveness, and impact during the final project phase. This update assesses their performance, identifies lessons learned, and introduces adjustments to sustain engagement and reinforce knowledge transfer leading to the exploitation of NEXUS results.

### 3.3.1 PHYSICAL STAKEHOLDER ENGAGEMENT

Physical activities have remained a cornerstone of stakeholder interaction throughout the NEXUS project, fostering direct exchanges and practical demonstrations of results. These events serve as focal points for collaboration, feedback collection, and co-creation.

#### 3.3.1.1 STAKEHOLDER WORKSHOPS

The NEXUS Stakeholder Workshop series represents the primary vehicle for in-person engagement.

**Workshop 1** (M6, Brussels) successfully gathered input from metro operators, passenger associations, and industry partners on user requirements and data-driven service adaptation. The feedback informed early developments in WP3 and WP4.



Figure 2. NEXUS 1st Stakeholder Workshop - Vienna, AT, 26.03.25

**Workshop 2** (M12, Sofia, Bulgaria), held in October 2025, focused on interim results, particularly those from WP5 and WP6. Participants provided valuable insights into AI-based decision-support tools and adaptive service models, helping refine testing methodologies for the demonstration phase.



Figure 3. NEXUS 2nd Stakeholder Workshop, Sofia (BG) - 15.10.25



**Workshop 3** (M24) is foreseen as a final dissemination and exploitation event. It will showcase project outcomes, lessons learned, and potential pathways for implementation by metro operators and policymakers.

### 3.3.1.2 PARTICIPATION IN INTERNATIONAL EVENTS

NEXUS partners have ensured consistent representation at major European and global mobility and rail conferences, establishing the project as a visible and credible player within the rail innovation ecosystem. In Year 1, the project participated in key events such as the ITS European Congress 2025 and the Urban Mobility Days 2025, with upcoming appearances planned for InnoTrans 2026 and TRA 2026. These engagements will play a significant role in increasing awareness and strengthening the positioning of NEXUS within the Europe’s Rail partnership community.

Table 3. NEXUS target external events

LIST OF EVENTS
ITS Europe Istanbul
UITP Summit 2026
TRA 2026
European Passenger Federation Conference
Innotrans 2026

NEXUS will also be disseminated in non-public facing events key to reach relevant stakeholder categories. A non-exhaustive list of such events is provided in Table 4 Below

Table 4. NEXUS target partner events

LIST OF EVENTS
UITP Metro Committee Meeting Bogota November 2025
UITP Operations Platform Meeting Tbilisi October 2025
UITP Metro Committee Meeting Munich May 2026 (tbc)

## LIST OF EVENTS

UITP Operations Platform Meeting Prague April 2026 (tbc)

UITP Automated Metros Platform Meeting Spring 2026 (tbc)

### 3.3.2 EXTERNAL ADVISORY BOARD (EAB)

The EAB, established during Year 1, has proven a highly valuable consultative platform for the validation of NEXUS concepts and outputs. Its composition remains stable, encompassing major European metro operators (ATM, TMB, DPP, GTT, Metro de Madrid, Metro Lisboa, Metroselskabet), industrial partners (Hitachi, Leonardo), and regulatory and passenger organisations (ERA, EPF). Following its successful kick-off in January 2025, a first workshop (Vienna, March 2025) and a second one (Sofia, October 2025), the EAB will continue to provide targeted feedback during the demonstration and exploitation phases. A third EAB meeting is planned for early 2026, focusing on the operational validation of results and the development of recommendations for post-project uptake.

### 3.3.3 DIGITAL ENGAGEMENT AND COMMUNICATION TOOLS

Complementing physical engagement, NEXUS has reinforced its digital presence, ensuring continuous interaction with stakeholders and the general public. Digital channels have been particularly effective in maintaining visibility between physical events and reaching a broader audience.

### 3.3.4 VISUAL IDENTITY

The NEXUS visual identity, established in the first project semester, has proven highly effective in ensuring consistent and recognisable communication. All partners have adhered to the design guidelines across print, digital, and social media materials.

For the final phase, visual identity materials will be updated to reflect project maturity (e.g. showcasing use case imagery and demonstrator visuals) while preserving brand coherence. Updated visual assets will be circulated to partners in early 2026 to support the final dissemination wave.

### 3.3.5 PROJECT WEBSITE

The project website (<https://nexus-heproject.eu>) remains the central hub for NEXUS communication and knowledge sharing. During Year 1, the website achieved a steady publication rhythm, with around 1 item per month published since its launch.

For the upcoming period, the website will expand its “Resources” section to include further public deliverables, policy briefs, and recorded webinars. In the second phase of the project a stronger emphasis will be placed on demonstrations and results highlighting technological achievements, materials from pilot sites, and testimonials from operators. The focus will be on communicating tangible outcomes and societal impact.

Due to substantial overperforming of the Project’s website, the relevant KPIs have been revised accordingly.

LinkedIn continues to be the most effective digital channel for professional outreach and engagement. By the end of Year 1, the NEXUS LinkedIn page had surpassed 200 followers, more than double the initial target of 100. Posts achieved a strong average engagement rate (reactions and shares), particularly those related to event participation and project milestones.

In Year 2, social media strategy will prioritise:

- More visual content (short videos, infographics, photo recaps);
- Regular cross-tagging of Europe’s Rail and partner accounts to increase visibility;
- Enhanced interaction with related EU projects through shared posts and joint campaigns.

While the original target of 200 followers by the end of the project has been achieved, an ideal target for the RP1 would be to increase this number further to 300 followers by the end of the project, consolidating NEXUS’ online community and ensuring visibility beyond the project’s lifetime.

### 3.3.6 PRINTED ENGAGEMENT & COMMUNICATION TOOLS

While NEXUS maintains a largely paperless approach, printed materials continue to serve a useful role at conferences and workshops. The roll-up banner and project leaflet have been used extensively during the first year. Updated printable materials, reflecting demonstration results and key figures, will be produced for the final dissemination phase (M20–M24).

All printed outputs will continue to follow the established visual identity to ensure brand continuity and recognition. An updated flyer is planned for M23.

Other engagement tools include the publication of a policy brief; a podcast series and interviews will be discussed more in detail in section 4 below as part of NEXUS dissemination strategy.

Stakeholder mapping remains a cornerstone of the NEXUS engagement strategy, enabling targeted communication, effective collaboration, and sustained participation of key actors throughout the project lifecycle. Building upon the work conducted during the first year (as reported in D9.2), this updated version refines the mapping process based on the lessons learned, stakeholder feedback, and evolving project priorities entering the final phase.

The approach in this updated strategy focuses on:

- Expanding the stakeholder base to include new actors identified through project activities and related initiatives. The target for the end of the project is to have 30 stakeholders identified and engaged in NEXUS activities.
- Strengthening cooperation with the External Advisory Board (EAB) and other EU-RAIL projects.
- Tailoring engagement intensity and communication tools according to the project's maturing outputs and upcoming demonstration and dissemination phases.

### 3.4 UPDATED STAKEHOLDER IDENTIFICATION

The identification of stakeholders continues as an iterative process aligned with project milestones. During the first year, the consortium established a comprehensive stakeholder database and involved a diverse range of actors (metro operators, PTAs, industry partners, research institutions, and passenger associations).

For the second phase, stakeholder identification will prioritise:

- **Exploitation and replication potential:** engaging stakeholders who can adopt or scale project outcomes (e.g., metro authorities, policymakers, and suppliers).
- **Cross-project collaboration:** involving actors from related EU-RAIL or Horizon Europe projects to strengthen synergies.
- **Geographical diversification:** expanding presence across a broader range of European regions, with a focus on areas experiencing growth in mobility infrastructure.

The **centralised Stakeholder Database** will be maintained and expanded. Updates will include:

- New entries from workshops, conferences, and networking events attended during the second project year.
- Categorisation of contacts by thematic area (e.g. automation, AI, passenger experience, resilience).
- Documentation of engagement level (inform, consult, collaborate) based on activity logs.

All data management procedures remain compliant with GDPR principles, and data storage follows previously established secure workflows.

#### 3.4.1 UPDATED STAKEHOLDER ANALYSIS AND CLUSTERING

Stakeholder analysis and clustering have evolved to reflect the project's transition from *development* to *validation and exploitation*. The original power-interest matrix remains valid but has been refined to capture new engagement dynamics observed in Year 1.

**Key updates to the clustering approach include:**

- **Refined engagement levels:** incorporating feedback and responsiveness metrics (e.g., participation in surveys, workshops, or EAB engagements).

- **New cluster focus:** higher attention will be given to stakeholder engagement activities more focused on research/innovation or deployment/exploitation.
- **Dynamic tracking:** the matrix will now be reviewed quarterly by WP10 leaders to adjust priorities as dissemination and exploitation activities intensify.

#### Updated stakeholder clusters and roles:

- **Collaborate / Partnership (High Power, High Interest)**

Continue active participation in pilot validation, data sharing, and results co-design. Includes EAB members and strategic partners.

- **Consult / Contribute (Medium Power, High Interest)**

Participate in relevant sessions, targeted consultations, and technical events.

- **Inform / Amplify (Low Power, High Interest)**

Receive tailored communications, newsletters, and updates to increase project visibility and uptake.

- **Monitor / Influence (High Power, Low Interest)**

Policymakers and regulatory bodies kept informed of project outcomes relevant to future policy directions.

#### 3.4.1.1 NEXT STEPS

**Next steps** involve consolidating the stakeholder database thanks to regular continuous updates until the project's end and preparing a post-project engagement framework to sustain collaboration and dissemination beyond the project lifecycle.

## 3.5 TARGET GROUPS AND KEY MESSAGES

Building upon the engagement experience and outcomes of the first project year, the NEXUS project has refined its stakeholder targeting and messaging framework to better support the transition from development to validation, demonstration, and exploitation phases. The goal of this updated strategy is to strengthen relationships with stakeholders already engaged and to broaden outreach to new audiences who can contribute to or benefit from NEXUS results in the project's final stage and beyond.

*The NEXUS project aims to revolutionise metro systems through adaptive, automated, and AI-driven innovations that enhance efficiency, safety, sustainability, and inclusivity. The project's solutions are intended not only for the cities directly involved in the use cases but also for a wider network of urban transport stakeholders across Europe and internationally.*

### 3.5.1 TARGET GROUPS

The Stakeholder Engagement Strategy of the NEXUS project addresses the following **list of target groups**, maintaining continuity with the previous version while ensuring consistency and clarity in definitions. Specific key messages are designed for each group:

- **Metro operators.**
- **Metro rolling stock maintainers.**
- **National and local public authorities** (including technical regulatory bodies and infrastructure investors).
- **Public Transport Authorities (PTAs).**
- **Current and potential end-users** — including persons with reduced mobility (PRM) and the general public.
- **User associations** — such as passenger representatives and PRM associations.
- **Manufacturers of metro rolling stock.**
- **Manufacturers of rail signalling systems and components.**
- **Manufacturers of metro station equipment.**
- **Civil engineering and architectural design offices.**
- **Data providers and technology service providers** — particularly those offering human mobility data.
- **Research and academic institutions.**
- **Non-metro rail infrastructure owners.**

The mapping carried out in the previous project phase still maintains its relevance. In particular, interactions with external stakeholders, with special regards to key actors of the metro community in Europe and beyond (operators, authorities, infrastructure managers and industry), confirmed the extremely high interest in NEXUS and its research. Aspects such as timetable and dwell time optimization, improvement of flow management, increase in comfort of trains and platforms for a better passengers distribution, utilization of AI for maintenance, for increasing trains cleanness and for trans/infrastructure inspection, research on improvements to current train control architecture in order to reach good levels of interoperability, scalability, better connectivity and enhanced cyber-resilience, have all emerged as fundamental aspects reaffirmed by stakeholders in surveys, workshops and interactions occurred whenever the project was presented. This proves the quality of NEXUS research and the huge potential it has for concretely become a beneficial tool for various categories of stakeholders. Results – in particular – of the second External Advisory Board workshop demonstrated the perceived high quality of the modelling tools developed within the project, with high interest (especially from the operators involved in the EAB) to test them and to know more about their functioning and how they can potentially serve as concrete tools for optimizing passengers flow, create origin-destination matrix, maximize the utilization of vehicles and platforms, detect litter or better adapt the service to the demand, taking into account external factors. Also, following the Stakeholder engagement activities carried out during year 1, increased emphasis will be applied on involving

stakeholders in particular from metro operators, authorities, supply industry and associations representing passengers, as these have been the categories most positively reacting to the project whenever presented.

Table 5. NEXUS Stakeholder categories

CLUSTER	STAKEHOLDER CATEGORIES	ENGAGEMENT TYPE
High Power – High Interest	Metro Operators, PTAs, National/Local Authorities	Collaborate / Co-develop
High Power – Medium Interest	Manufacturers, Suppliers, Europe’s Rail JU	Collaborate / Inform Strategically
Medium Power – High Interest	User Associations, Data Providers, Design Firms	Consult / Involve in Pilots
Medium Power – Medium Interest	Research and Academia, Non-Metro Operators	Consult / Inform
Low Power – High Interest	General Public, PRM Users	Inform / Educate

### 3.5.2 UPDATED KEY MESSAGES

The NEXUS project’s key messages have been reviewed at the time of submission of D9.2 to emphasise its maturing results, demonstrable impacts, and opportunities for uptake. They maintain their applicability for year 2 of the project but as mentioned in the same deliverable, flexibility is actually encouraged to ensure greater efficacy in their application.

Table 6. NEXUS Stakeholder messages

Target groups	Main interests	Main benefits	Key messages
Metro operators	Operational efficiency, cost reduction, safety, passenger	Foster collaboration with metro operators to enhance operational efficiency, improve safety, and optimise costs. This includes active participation in use case activities to access and implement real-time service adaptation tools, predictive maintenance technologies, train control systems, AI/data science	Metro systems often face challenges with outdated infrastructure, high operational costs, and safety concerns. NEXUS offers cutting-edge solutions to address these issues, including AI-powered predictive maintenance, real-time service adaptation tools, and advanced safety systems. By

Target groups	Main interests	Main benefits	Key messages
	satisfaction.	tools, and advanced safety systems researched within the NEXUS project.	implementing these technologies, operators can reduce operational costs, enhance passenger satisfaction, and ensure safer, more reliable services. Key words/hashtags: #UrbanMobility #MetroInnovation
Metro rolling stock maintainers	Maintenance efficiency, cost-effective solutions, safety compliance.	Enable rolling stock maintainers to adopt predictive maintenance powered by AI, reducing maintenance downtime and costs while extending the lifespan of assets. Participation in project workshops and training sessions will strengthen their capacity to maintain compliance with evolving safety regulations.	Traditional maintenance methods lead to unplanned downtime and high costs. NEXUS introduces predictive maintenance systems that reduce downtime by 30% and extend asset lifespans by 15%. Training workshops will ensure maintainers are equipped to meet evolving safety standards. Key words/Hashtags: #PredictiveMaintenance #RollingStock
National and local public authorities (technical regulatory bodies, infrastructure investors)	Sustainable infrastructure, safety compliance, economic impact, and alignment with policy goals.	Support public authorities in integrating sustainable, safe, and accessible infrastructure into urban mobility planning. The project aims to align with local and national policy goals by offering evidence-based recommendations and insights for inclusive urban mobility and infrastructure investment.	Urban mobility systems are critical for sustainable development. NEXUS supports public authorities with evidence-based recommendations for inclusive mobility planning and investments in accessible infrastructure. Solutions align with EU Green Deal goals, ensuring eco-friendly and economically beneficial outcomes. Key words/Hashtags: #SustainableMobility #InclusiveInfrastructure
Public Transport Authorities	Improved service quality, efficient network management, inclusivity.	Enhance the capacity of public transport authorities to deliver more efficient, accessible, and inclusive transport services. By participating in co-design processes and accessing energy-efficient tools and demand-driven optimisation solutions, authorities can ensure better network management and improved service quality.	Delivering high-quality transport services is a challenge for authorities managing complex urban networks. NEXUS provides energy-efficient tools and demand-driven optimization solutions that enhance network management, reduce energy consumption by 25%, and ensure inclusivity. Co-design processes directly address the

Target groups	Main interests	Main benefits	Key messages
			needs of diverse populations. Key words/Hashtags: #SmartTransport #InclusiveServices
Current and potential end-users (PRM & general public)	Accessibility, safety, comfort, and reliable service.	Actively engage end-users, including persons with reduced mobility (PRM), in co-design activities to address their specific needs. This participatory approach will empower communities and improve accessibility, safety, and comfort in metro systems. NEXUS will also provide open access to project results, inviting the public to shape the future of urban mobility.	Metro systems often fail to meet the accessibility and comfort needs of PRM and the wider public. NEXUS co-design activities ensure PRM-specific solutions that improve accessibility by 40% and enhance overall service comfort. Open access to project results invites the public to participate in shaping the future of urban mobility. Key words/Hashtags: #AccessibleMobility #PassengerFocus
User associations (passenger representatives, PRM associations)	Advocacy for accessibility and inclusivity, service quality.	Strengthen the role of user associations in advocating for inclusivity and accessibility by involving them in co-creation activities and project design processes. This will ensure that solutions developed by the project directly respond to the needs of diverse passenger groups.	NEXUS empowers user associations to advocate for inclusive solutions by involving them in project design and co-creation processes. This guarantees that developed solutions align with the needs of diverse passenger groups. Key words/Hashtags: #InclusiveTransport #Advocacy
Manufacturers of metro rolling stock	Market competitiveness, innovation, compatibility with new technologies.	Facilitate collaboration with rolling stock manufacturers to foster innovation in next-generation vehicles. The project will promote integration opportunities for AI and adaptive technologies, offering insights into market trends and demand for advanced rolling stock solutions. The project will also provide insights on how to improve vehicle's interior design for increasing passenger comfort, safety and information provision (as part of WP3).	NEXUS fosters innovation in next-generation vehicles with adaptive technologies, improving passenger comfort and safety. Insights into market trends ensure manufacturers remain competitive. Key words/Hashtags: #SmartVehicles #MetroRollingStock
Manufacturers of	Safety, efficiency	Partner with signalling and component manufacturers to	Advanced signalling systems are critical for safer, more efficient

Target groups	Main interests	Main benefits	Key messages
rail signalling systems and components	, market demand for new technologies.	advance the adoption of cutting-edge train control systems. The project will encourage collaboration to ensure the deployment of safer and more efficient rail signalling solutions.	operations. NEXUS drives innovation in cutting-edge train control systems, reducing accident risks and ensuring compliance with future safety standards. Key words/Hashtags: #RailSignaling #SafetyFirst
Manufacturers of metro station equipment	Innovation in station design, accessibility, integration with new technologies.	Promote innovation and inclusivity in station design by connecting manufacturers with the project's findings and tools. NEXUS will provide opportunities for collaboration on adaptive and accessible station equipment that integrates seamlessly with advanced technologies.	NEXUS promotes inclusivity and adaptability in station equipment design, ensuring seamless integration with advanced technologies to meet diverse passenger needs. Collaborative efforts will redefine station accessibility and usability. Key words/Hashtags: #StationDesign #Innovation
Civil engineering and architectural design offices	Innovative design solutions, sustainable construction, inclusive infrastructure.	Foster partnerships with civil engineering and design offices to co-create inclusive and sustainable station designs. By offering data-driven insights and collaboration opportunities, NEXUS aims to redefine infrastructure planning to better serve diverse urban populations.	Inclusive urban infrastructure is key to sustainable development. NEXUS offers data-driven insights and collaboration opportunities to design metro stations that cater to diverse populations, ensuring long-term sustainability. Key words/Hashtags: #UrbanDesign #InclusiveInfrastructure
Data providers and technology service providers (of human mobility data)	Data application, partnerships, innovation in transport analytics.	Strengthen partnerships with data and technology providers by identifying new applications for human mobility data. NEXUS will support innovation in AI-driven forecasting tools and encourage knowledge exchange to advance transport analytics.	Human mobility data drives innovation in urban mobility. NEXUS supports AI-driven forecasting tools and fosters partnerships that enhance transport analytics, improving decision-making for urban transport planning. Key words/Hashtags: #MobilityData #TransportInnovation
Research and	Opportunities for research,	Facilitate collaboration with academic and research institutions by providing access to real-world	NEXUS provides access to real-world data and fosters collaboration with researchers, leading to high-

Target groups	Main interests	Main benefits	Key messages
academia	academic publications, collaboration.	data and opportunities for applied research. The project encourages participation in workshops, joint publications, and contributions to advancing urban mobility solutions.	impact publications and advancements in urban mobility solutions. Academic contributions will shape the future of sustainable transport. Key words/Hashtags: #UrbanMobilityResearch #Collaboration
Non-metro rail infrastructure owners	Cross-modal integration, scalability of solutions, safety and efficiency	Promote the scalability of NEXUS innovations to non-metro rail networks. The project will highlight opportunities for cross-modal integration, improved operational efficiency, and the adoption of adaptive technologies.	NEXUS innovations are scalable beyond metro networks, offering cross-modal integration opportunities. These solutions improve operational efficiency by 25% and enhance safety, supporting broader rail modernisation efforts. Key words/Hashtags: #RailIntegration #ScalableSolutions

### 3.5.3 UPCOMING ACTIONS

For the project's final phase, engagement with these target groups will focus on:

- Highlighting demonstration results and practical applications of NEXUS tools.
- Supporting exploitation activities and and emphasising replicability.
- Strengthening synergies with other EU-RAIL projects and industry clusters.
- Ensuring continuity of communication beyond the project lifetime through open-access materials, communication materials, and policy-oriented dissemination.

### 3.6 FURTHER ENGAGEMENT

To maintain coherence across work packages and ensure efficient collaboration with identified stakeholders, the NEXUS consortium has consolidated and refined a set of **standardised rules for engagement and communication**.

These rules, established during the first project year and validated through initial engagement activities, ensure alignment with ethical standards, GDPR compliance, and consistency in stakeholder interactions across the consortium.

The structured approach, initially built around the five key guiding questions — *Who, What, When, Where, and How* (Führer, 2019) — remains the foundation of NEXUS stakeholder engagement. However, it has been **expanded** based on practical experience gathered during the first year, especially regarding targeted communication, feedback loops, and the management of the NEXUS Stakeholder Forum.

Table 7. Key Guiding Questions for Engaging Stakeholders

Key Question	Suggested Practice
Who	Stakeholders should be identified starting from the Power-Interest grids depicted in D9.1 and D9.2 and contacts sourced, tracked and managed from the developed stakeholder register (ANNEX 4: NEXUS STAKEHOLDER REGISTER).
Who	Stakeholders continue to be identified through the Power-Interest matrix and consolidated in the NEXUS Stakeholder Register (Annex 4). The database has been refined to include categories for type of involvement (consultation, collaboration, dissemination) and record engagement history.
What (contributions expected)	In addition to the roles defined above, contributions now explicitly include participation in workshops, feedback on data and tool validation, and dissemination of project results to local networks.
When (timing of engagement)	Engagement now follows a phased approach aligned with project milestones: early consultation (Year 1), co-creation and validation (Year 2), and exploitation and policy uptake (final phase). Stakeholders are contacted ahead of major workshops and public deliverables.

## 3.6.1 NEXUS STANDARDISED RULES FOR STAKEHOLDER ENGAGEMENT

### 3.6.1.1 INITIAL ENGAGEMENT

The initial stakeholder engagement, conducted in Year 1, has successfully established the foundations of the NEXUS Stakeholder community. Invitations were disseminated via public channels and direct outreach, ensuring transparent and inclusive communication.

Activities included regular posting on social media and project website to centralise dissemination by partners, including e.g., newsletters, direct invitations, networking at vents and more (see D9.2 for further details). All data collection and consent procedures were executed in line with GDPR compliance guidelines.

The processes defined in D9.1 and D9.2 will remain in place throughout the final project phase to ensure consistent and transparent management of stakeholder interactions.

### 3.6.1.2 TARGETED ENGAGEMENT AND COMMUNICATION WITH STAKEHOLDERS

Building on the framework developed during the first year, targeted engagement has become more structured and integrated across WPs. The segmentation defined through the **Power–Interest analysis** continues to inform the depth and type of engagement for each stakeholder group.

**Ongoing and planned activities include:**

**1. Regular Communication:**

- Regular updates via website and LinkedIn (target: monthly), including features on stakeholders engagement outputs and use case highlights.
- Increased engagement through tagged partner posts and shared content with Europe's Rail community.
- Update and dissemination of existing materials; creation of new materials such as a final project video.

**2. Workshops and Co-creation Events:**

- **Stakeholder Workshop 1 (M6)** successfully gathered input from metro operators and passenger representatives.
- **Stakeholder Workshop 2 (M12)** focused on interim results and was held in Sofia, Bulgaria, on 14 October 2025.
- **Workshop 3 (M24)** and the **Final Event (M30)** will focus on validation, exploitation, and knowledge transfer, engaging both EAB members and external participants.

**3. Technical Dissemination and Knowledge Sharing:**

- Participation planned at major European transport events (e.g., ITS European Congress 2026, InnoTrans 2026, TRA 2026).
- Thematic sessions and presentations will highlight technical innovations and policy recommendations.
- Opportunities for scientific publication and cross-project collaboration (with other EU Rail initiatives) are being explored.

Overall, the engagement approach has evolved from initial stakeholder recruitment to a **dynamic and continuous collaboration framework**, ensuring that feedback, validation, and exploitation pathways remain central to NEXUS communication activities.

### 3.7 REVIEW AND IMPROVE

As already described in D9.2, required stakeholder contributions are defined by the responsible partners. These details should be communicated to the WP10 leader and the Project Coordinator (PC) at least to ensure alignment and effective implementation.

The engagement planning process in NEXUS involves the following steps:

- Partners responsible for the execution of specific WPs or tasks define the scope of stakeholder contributions and select appropriate engagement channels.
- Stakeholders are identified by the responsible partners. Power-Interest grids, which are continuously updated, assist in determining the best engagement methods (inform, consult, collaborate) for stakeholders.
- After each engagement activity, partners briefly record and report the outcomes using the NEXUS stakeholder involvement & dissemination tracker, to ensure transparency and track progress.

The NEXUS stakeholder involvement tracker includes the following variables:

- Name of the stakeholder organisation involved.
- Relevant WP, task, or activity for which stakeholder input is sought.
- Engagement method or event used to gather stakeholder input.
- Key contributions provided by stakeholders.
- Project deliverables or milestones influenced by stakeholder contributions.

The tracker will be maintained and updated throughout the project. To monitor engagement effectiveness, engagement data will be regularly assessed over the set goal of 30 stakeholders engaged by the end of the project. Furthermore, data such as retention, feedback, and other ad hoc qualitative indicators will provide necessary insight for potential adaptations.

### 3.8 OVERVIEW OF TARGET STAKEHOLDERS AND MAIN COMMUNICATION AND DISSEMINATION TOOLS

The link between target stakeholder groups and their corresponding communication and dissemination (C&D) tools and activities is presented in **Table 8** and reflect previously established correlations. These activities aim to ensure that each group receives relevant, accessible, and impactful information tailored to their role and interests in the NEXUS project.

A mix of **digital**, **physical**, and **hybrid engagement tools** is used to effectively reach and engage the various target groups, including partnerships, projects, associations, and networks at European and local levels. The approach also supports bidirectional communication, encouraging feedback and collaboration.

Table 8. Communication & Dissemination Activities Target Groups

Target Group	C&D Tool/Channel
Current and potential end-users (PRM & general public)	<ul style="list-style-type: none"> <li>- Website</li> <li>- Printed materials (roll-up, factsheet/leaflet) in line with project branding</li> <li>- LinkedIn campaigns</li> <li>- Podcast</li> <li>- Videos</li> </ul>
Metro operators, Metro rolling stock maintainers, Manufacturers of metro rolling stock, rail signalling systems, station equipment	<ul style="list-style-type: none"> <li>- Website</li> <li>- Stakeholder workshops</li> <li>- Targeted events and conferences (esp. metro-focused forums)</li> <li>- Bilateral meetings with metro stakeholders</li> <li>- Use case local demonstrations</li> <li>- Printed materials (roll-up, factsheet/leaflet) in line with project branding</li> <li>- LinkedIn campaigns</li> <li>- Podcast</li> <li>- Videos</li> </ul>
National and local public authorities (technical regulatory bodies, infrastructure investors), Public Transport Authorities	<ul style="list-style-type: none"> <li>- Website</li> <li>- LinkedIn campaigns</li> <li>- Use case local initiatives</li> <li>- Public events and workshops</li> <li>- Media and press releases</li> <li>- Surveys and focus groups to gather feedback from end-users</li> <li>- Podcast</li> <li>- Videos</li> </ul>

Target Group	C&D Tool/Channel
Manufacturers of metro station equipment, Civil engineering and architectural design offices	<ul style="list-style-type: none"> <li>- Website</li> <li>- Stakeholder workshops</li> <li>- Industry-specific conferences and events</li> <li>- Case studies showcasing design solutions from the use cases</li> <li>- Bilateral meetings with design and engineering stakeholders</li> <li>- LinkedIn campaigns showcasing innovative design elements</li> </ul>
Data providers and technology service providers (of human mobility data), Research and academia	<ul style="list-style-type: none"> <li>- Website</li> <li>- Stakeholder workshops</li> <li>- Academic and industry conferences (e.g., ITS Europe, urban mobility research events)</li> <li>- Research publications and white papers</li> <li>- Bilateral collaborations with academic institutions and data providers</li> <li>- Social media campaigns focused on technological innovation</li> <li>- Use case demonstrations</li> <li>- Podcast</li> <li>- Videos</li> </ul>
Non-metro rail infrastructure owners	<ul style="list-style-type: none"> <li>- Website</li> <li>- Targeted workshops on scalability and interoperability</li> <li>- Events and conferences (rail infrastructure forums)</li> <li>- Bilateral meetings focused on knowledge exchange</li> <li>- Reports and scientific papers emphasizing scalable solutions for urban and non-metro rail systems</li> <li>- Media and press releases on project scalability potential</li> </ul>

As additional notes, several tools and channels overlap across target groups to ensure consistency and reinforcement of the project’s key messages. However, their use has been **tailored to address specific stakeholder needs and interests**, ensuring focused and relevant communication.

The project’s **visual identity and branding** (as described in Section 3.3.2.1 and detailed in **Annex 1: Overview of Visual Identity**) guarantee that all C&D materials maintain a consistent, professional, and recognisable appearance. This coherence supports strong brand visibility, both within the technical and public spheres.

As NEXUS progresses into its final implementation and evaluation stages, the communication and dissemination activities will increasingly focus on:

- Promoting demonstrator results and success stories from the use cases.
- Highlighting technological innovations and their scalability across European metro systems.

- Strengthening links with external projects, initiatives, and potential exploitation partners.

This continuous, multi-channel communication approach ensures that the project remains visible, credible, and impactful among its diverse stakeholder communities, laying the foundation for long-term adoption of NEXUS solutions beyond the project's lifecycle.

### 3.9 POTENTIAL RISKS AND MITIGATION MEASURES

Low levels of deployment and uptake—stemming from limited stakeholder engagement—represent one of the primary risks to achieving the stakeholder engagement and dissemination objectives of NEXUS. To address this, the present strategy outlines mitigation measures focused on **detailed planning**, **partner commitment**, and **continuous performance monitoring**.

Key actions include:

- Systematic tracking of communication and dissemination Key Performance Indicators (KPIs).
- Regular progress check-ups and coordination meetings led by the WP10 Leader (ERTICO).
- Ongoing review of stakeholder engagement outcomes to ensure alignment with project objectives and responsiveness to emerging challenges.

In addition, Table 9 summarises other potential risks that may affect the implementation of stakeholder engagement and dissemination activities, categorised by their description, effect, and corresponding mitigation measures.

Table 9. Risks and Mitigation Measures

	Description	Effect	Mitigation measures
1	Weak commitment of participants to the project plan and deadlines. Potential for serious delays as lack of progress in one or more tasks may cause delays for linked or subsequent tasks, and hence for the project.	Delays in tasks can hinder the timely dissemination of results and alignment with project milestones.	Include communication and dissemination progress in internal check-ups. Clearly outline dissemination responsibilities in project plans to avoid delays. Develop flexible dissemination plans to adapt to shifting timelines.
2	Unclear roles and responsibilities between participants.	Confusion about roles may result in gaps in stakeholder communication or fragmented dissemination activities.	Clearly define roles related to communication and dissemination in the Dissemination Plan. Conduct regular coordination meetings to clarify dissemination responsibilities.
3	External risks: global and/or European-level force majeure situations (e.g., pandemic and/or continuation/spreading of Ukraine war).	Force majeure events can disrupt planned dissemination activities, including in-person events and stakeholder engagement.	Utilise digital platforms and hybrid event formats for dissemination. Keep stakeholders informed through newsletters and social media about adjustments to dissemination timelines.
4	Inadequate or poor-quality data can impact the technical activities and the reliability of NEXUS results.	Poor-quality data can undermine the credibility of dissemination materials and presentations.	Establish a thorough review process for all disseminated data. Incorporate secondary and publicly available datasets to supplement gaps and ensure accurate representation of findings.
5	Technological challenges due to technical and compatibility issues between different tools.	Compatibility issues may delay deliverables, affecting the dissemination of results to stakeholders.	Communicate openly with stakeholders about technological challenges and involve them in finding solutions. Highlight progress updates in dissemination activities to maintain stakeholder confidence.
6	Lack of effective collaboration and communication among project partners and external stakeholders.	Poor collaboration could lead to fragmented or ineffective dissemination efforts.	Organise regular workshops and communication meetings to align partners and stakeholders. Develop a robust dissemination and engagement plan that fosters interaction with external stakeholders.
7	Poor scalability of the solution to European metro and transport operators.	Limited scalability may hinder dissemination to broader audiences and reduce stakeholder interest.	Tailor dissemination materials to highlight the adaptability and transferability of solutions. Use success stories and CBA results as evidence to engage European metro operators. Horizon Europe tools will also be used for this purpose and to help disseminate project results. Europe's Rail digital catalogue of solutions may also be used for showcasing the NEXUS solutions.
8	Low commitment/lack of engagement of different stakeholders to the dissemination workshops and other events.	Lack of stakeholder participation can reduce the reach and impact of dissemination activities.	Use targeted outreach strategies, such as personalised invitations and engaging formats (e.g., interactive workshops). Leverage partner networks to increase participation. The communication team of Europe's Rail will also be involved to help boost the engagement through corporate channels
9	Insufficient data can impact accuracy.	Gaps in data may reduce the persuasiveness of dissemination materials aimed at decision-makers and metro operators.	Ensure robust stakeholder consultation during data collection phases. Clearly communicate the methodology and steps taken to fill data gaps in dissemination outputs.
10	External factors (e.g., regulatory changes or technological shifts) affecting the Cost-Benefit Analysis and hindering the acceleration of prototypes.	Regulatory or technological changes can delay dissemination related to project advancements.	Regularly update stakeholders about external factors and their potential impacts. Ensure dissemination content reflects the latest developments and compliance with regulations.
11	Metro operators' resistance to change might hinder the acceleration of prototype readiness levels.	Resistance to change can reduce interest from stakeholders with more power/interest.	Involve metro operators early in the process through targeted consultations and tailored messaging. Showcase the benefits of proposed solutions using relatable success stories.

## 4 DISSEMINATION STRATEGY & PLAN

The NEXUS dissemination strategy defines the channels, tools, and dynamics used to ensure wide and effective communication of project knowledge and exploitable results to European and global stakeholders. Dissemination activities aim to establish links with relevant industry and research partners, ensuring strong scientific visibility and supporting the project's broader impact on the urban mobility and rail ecosystem.

The dissemination plan builds on the communication and stakeholder engagement activities developed under WP9, coordinated by the WP9 Leader (ERTICO) with the support of all consortium partners. It outlines the approach used to reach target audiences, enhance the visibility of project results, and maximise the uptake of NEXUS innovations.

The overall goal is to raise awareness and understanding of the project's mission, activities, and evidence-based results, while promoting stakeholder engagement and facilitating the deployment and adaptation of NEXUS exploitable results.

The dissemination plan defines:

- The **dissemination channels, tools, timelines, and frequency**, ensuring consistency and avoiding the disclosure of confidential information.
- The **key events, publications, and activities** identified to achieve high dissemination impact across targeted audiences.
- The **engagement activities** with the Europe's Rail community, sister projects, and other initiatives, including those linked to project use cases.
- The **KPIs** established to monitor progress and ensure dissemination objectives are met within the planned timeframe.

Dissemination activities in NEXUS are implemented at two complementary levels:

- **Use case / national level:** NEXUS promotes its innovative metro solutions through activities correlated to its two Use Cases (Pilot Sites) - Sofia, BG and Genoa, IT, including stakeholder workshops to share interim and final results, particularly targeting metro operators and passenger representatives, as well as to consider potential pathways toward future exploitation. In the second half of the project lifecycle, these activities will build on insights developed in earlier deliverables (e.g., D3.1) and subsequently refined in later outputs such as D6.3 and D6.1.
- **European and international level:** NEXUS engages with the broader urban mobility and metro ecosystem across Europe and beyond. Dissemination occurs through targeted outreach to research organisations, academia, metro infrastructure owners, manufacturers, public transport authorities, data providers, and user associations, as well as participation in EU programmes (such as the Europe's Rail network), international conferences, policy dialogues, and workshops.

## 4.1 APPROVAL FOR DISSEMINATION PROCEDURE AND REPORTING GUIDELINES

Consortium partners must inform the Project Stakeholder Engagement & Dissemination Manager (ERTICO) of any intended dissemination activity. ERTICO, in turn, informs the Project Coordinator (STAM) and all partners (in the case of publications).

All NEXUS consortium members wishing to participate in an event or carry out dissemination activities (e.g., presenting project results) must obtain prior approval from both the Project Coordinator (STAM) and the Project Communication, Dissemination, and Exploitation Manager (ERTICO).

The internal document, “Dissemination Guidelines”, provides detailed instructions for preparing and executing dissemination activities in line with project objectives and corporate standards. An updated version, including clarified procedures for scientific publications and other dissemination activities is foreseen by M14.

Each partner who carries out dissemination (e.g., scientific papers, presentations, workshops, press releases, articles, or other activities) must record the outcomes in the internal Dissemination Activities Record, maintained in Excel format and available on the NEXUS SharePoint (the central collaboration platform hosted by the Project Coordinator). The Dissemination Activities Record and Reporting Form is included in *ANNEX 2*.

All mandatory information (type of activity, partners involved, description, date, location, and target audience) must be filled in, and the corresponding dissemination materials (final paper, presentation, poster, etc.) must be uploaded within five days after the approved activity. This register serves as the official record for reporting dissemination activities to Europe’s Rail JU and the European Commission, in line with Grant Agreement requirements.

### 4.1.1 REQUIRED INFORMATION IN DISSEMINATION ACTIVITIES

To ensure proper acknowledgement of funding from both the EU-RAIL Joint Undertaking (EU-RAIL JU) and other relevant bodies (EC, UKRI), partners must include the required emblems, logos, and disclaimers in all communication and dissemination materials. Before finalising any design, partners are requested to consult the Dissemination and Communication Manager to verify compliance with the project’s visual and branding requirements as stated above.

#### 4.1.1.1 EU-EMBLEM



# Co-funded by the European Union

Figure 4. EU logo

All communication and dissemination materials produced within Project NEXUS must include the EU emblem, in line with the European Commission's visibility requirements. To ensure consistency, partners are asked to use only the approved versions of the emblem that are available on the NEXUS SharePoint.

Different approved formats are provided — including variations in orientation, colour, and background contrast — to suit various layout and design needs. Please make sure the emblem is clearly visible, maintains its proportions, and is not altered or stylised in any way.

#### 4.1.1.2 EU-RAIL LOGO

To ensure proper acknowledgement of funding from the EU-RAIL Joint Undertaking (EU-RAIL JU), partners must include the EU-RAIL JU logo in all communication and dissemination materials, alongside the EU emblem. The logo is available on the project's SharePoint.



Figure 5. EU-RAIL logo

#### 4.1.1.3 DISCLAIMER

All public communication, dissemination, and promotional materials produced within Project NEXUS must include the official funding disclaimer, as required by the Europe's Rail Joint Undertaking and the European Commission. The disclaimer ensures proper attribution and transparency regarding the project's funding sources.

***Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Europe's Rail Joint Undertaking. Neither the European Union nor the granting authority can be held***

*responsible for them. The project ‘NEXUS’ is supported by the Europe’s Rail Joint Undertaking and its members. UK participants in this project are funded by UKRI.*

The disclaimer must appear clearly and legibly on all materials intended for public distribution (including presentations, deliverables, websites, and promotional content). Partners are advised to use the standard wording above without modification.

#### 4.1.1.4 UKRI LOGO



Figure 6. UKRI logo

The inclusion of the UKRI / Innovate UK logo will be assessed on a case-by-case basis, depending on the nature and visibility of the communication material. In general, the logo will be featured in high-visibility outputs, such as videos, public presentations, and major promotional materials, where the contribution of UK partners is highlighted. Partners planning to include the UKRI / Innovate UK logo should coordinate with the Dissemination and Communication Manager to ensure correct usage and compliance with UKRI’s branding guidelines.

### 4.1.2 DISSEMINATION CHANNELS – UPDATED FOR WP10

In this section engagement and communication channels mentioned earlier will be presented synoptically together with already established and/or planned ones. These include scientific publications, events, and external conferences.

#### 4.1.2.1 SCIENTIFIC PUBLICATIONS

NEXUS plans to disseminate its research and achievements through scientific and technical papers, published in peer-reviewed journals and presented at international conferences. These publications serve as a key mechanism for raising awareness of the project’s scientific and technological advances, and for collecting feedback from the research and technical communities.

Scientific publications follow jointly agreed acknowledgement rules to ensure that research outputs properly represent the EU Rail JU and other funding bodies. Disclaimers, logos, and other materials are available on the project’s SharePoint. Regular refresher sessions on their use are provided by the WP lead during project meetings to ensure consistency and clarity among partners.

Technical Work Package leaders are responsible for ensuring the high quality of all research and innovation outputs. NEXUS will share **peer-reviewed scientific articles** on its website, following the Horizon Open Access mandate. Accordingly, where **gold** or **diamond** open access will not be available, consortium partners ensure that at least the **green open-access model** will be followed. A recently established ZENODO community ensures that such practices of self-archiving ensure FAIR Open Science practice. For an overview of Research outputs in RP1 we refer readers to D9.2.

A selection of potential venues for dissemination is given below.

Table 10. NEXUS potential publishing venues

PUBLISHING VENUES
Public Transport
urban planning and transport research
Journal of rail transport planning & management

#### 4.1.2.2 NEXUS WORKSHOPS

Workshops and events are essential for disseminating NEXUS results to a broad audience, including scientific, technical, business, institutional, and governmental communities both within and outside the EU. These activities are designed not only to share knowledge but also to encourage stakeholder feedback and participation.

During M12 the second project Workshop took place in Sofia, Bulgaria along the project’s mid-term GA. The workshop focused on elements such as adaptability of metro operations to changing passenger demand, the role of automation, interoperability, cyber-resiliency, connectivity and modularity in future train control, and the application of AI and data science to improve urban mobility to increase the quality of metro services. Also, the results of the needs and requirement carried out in RP1 have been discussed.

A third workshop is planned to take place during RP2. Despite being originally planned for M24, flexibility in order to maximise its impact will be privileged. This includes the possibility of associating the workshop with events such as TRA.

#### 4.1.2.3 NEXUS FINAL EVENT

A final event is planned to take place during M24, similarly potentially associated with other key events (e.g., INNOTRANS). The event will be a key opportunity to further disseminate the project’s results.

#### 4.1.2.4 PROJECT PARTICIPATION IN EXTERNAL EVENTS

NEXUS disseminates its outcomes through participation in **external conferences and events**, both online and in person. These occasions provide opportunities to **raise awareness**, **present findings**, and **promote project results** using marketing materials such as flyers, brochures, and roll-ups.

Deliverable **D9.1** identified relevant dissemination venues for the first project year. In line with the KPIs. D9.2 describes the activities carried out in the aforementioned period. A selection of potential dissemination events for RP2 is given above in section [3.3](#).

#### 4.1.2.5 PROJECT VIDEOS

A first video animation has been produced during RP1 and will be used for dissemination for RP2. A second video animation is planned to focus more on project outcomes and results. Video interviews are planned with partners as well.

3 Video interviews with consortium members will be released at key moments in project development (e.g., participation in key events, reaching of milestones and/or deliverables).

These will be made available on the project's website and relevant channels.

#### 4.1.2.6 PROJECT PODCAST

A series of podcasts is planned. Ideally 15 to 20 minutes long each they will focus on NEXUS' outcomes, work streams, and impact. Target being 9 episodes, but the number will be kept flexible to ensure optimal impact.

These will be made available on the project's website and relevant channels.

#### 4.1.2.7 PROJECT POLICY BRIEF

A policy brief will be produced to describe objectives, findings and conclusions of the project thanks to collaboration with WP leaders. the brief will also include ad hoc infographics and other design materials. The document is planned for release in the last trimester of the project to ensure distribution in NEXUS final event and other relevant venues.

### 4.1.3 SYNERGIES WITH OTHER ACTIVITIES

At its core, NEXUS embraces a collaborative approach to innovation in metro transport systems. As part of the Europe's Rail Joint Undertaking (EURAIL) under Horizon Europe (2020–2027), NEXUS contributes to advancing a more sustainable, high-performing, and harmonised European rail system.

To achieve this, NEXUS seeks cross-collaboration opportunities with other projects and initiatives funded under the Europe's Rail and Horizon Europe frameworks. In particular, NEXUS coordinates with

projects aligned to the EURAIL Flagship Areas—notably *MOTIONAL*, *R2DATO*, and *IAM4RAIL*—as well as other projects funded under HORIZON-ER-JU-2023-EXPLR-02 – Future Metro Systems.

Key synergy opportunities include:

- **MOTIONAL**: Collaboration on interoperable multimodal systems, with shared partners such as SIEM, and joint efforts on traffic management and last-mile operations.
- **R2DATO**: Alignment on digital automation technologies, AI, and 5G, contributing to European Rail Master Plan objectives on reliability, punctuality, and efficiency, including ETCS integration.
- **IAM4RAIL**: Cooperation on AI-driven asset management, digital twins, and life-cycle cost optimisation, enhancing safety and resilience across European rail networks.

In addition, the **Europe’s Rail Communication Team** provides ongoing support for NEXUS dissemination activities. The consortium is committed to sharing monthly updates for dissemination through Europe’s Rail corporate channels and attending **joint coordination meetings** (2–3 times per year) with other ongoing projects.

NEXUS also leverages the following **Europe’s Rail and Horizon Europe dissemination tools**:

- *Open Research Europe* – for open-access scientific publications.
- *Horizon Results Platform* – to showcase research outputs and identify collaboration opportunities.
- *Horizon Results Booster* – providing support for exploitation, business planning, and market uptake.
- *Innovation Radar* – for market-oriented visibility of innovations.
- *TRIMIS Platform* – linking the NEXUS website to the EU transport research landscape.

#### 4.1.4 SUMMARY OF DISSEMINATION ACTIVITIES AND KEY PERFORMANCE INDICATORS FOR MONITORING

The WP9 Leader (ERTICO), in collaboration with all NEXUS partners, monitors the **impact and performance** of dissemination and stakeholder engagement activities. Evaluation is carried out using predefined KPIs, as presented in **Table 11**, which track progress across key channels and ensure that objectives are achieved throughout the project lifecycle.

Table 11. NEXUS Dissemination and Communication KPIs table - updated

Activity	Key Performance Indicator	Target Value in Year 1	Target Value in Year 2
Stakeholder Engagement & Dissemination Strategy (T9.1)	Deliverables: Submitted	M4	M13
Communication channels and tools (T9.2)	<b>Website:</b> Total visits per year	100	200 (2000)

	<b>Website:</b> Articles published	15	24
	<b>LinkedIn:</b> Followers	100	200 (300)
	<b>LinkedIn:</b> Posts	12	15
	<b>Video</b>	1	1
	<b>Project leaflet</b>	1+ update	Update x2
	<b>Project roll-up</b>	1	
Technical dissemination (T9.3)	<b>Conferences:</b> Presentations	>2	>4
	<b>Trade shows:</b> Exhibition stand		>1
	<b>Scientific publications:</b> #	>1	>5
	<b>Project final event participants</b>		>30
Stakeholder engagement (T9.4)	Registered entities	>15	>30 (total)
	Stakeholder Workshops: Number organized/participants	1 (M6)/30	2 (M12, M24)
	Number of internal and external stakeholders actively involved in collaborative efforts		>30

#### 4.1.5 NEXUS TIMELINE FOR RP2

The timeline below provides a summary of the planned dissemination and communication activities for the remaining project period. It consolidates the milestones, deliverables, and outreach actions previously described, offering an overview of the key steps to ensure continued visibility, stakeholder engagement, and effective dissemination of NEXUS results through to project completion.

Table 12. NEXUS RP 2 timeline

MONTH	ACTION
M12	Milestone 9 – 2nd Stakeholder workshop
M13	D10.1
M13-24	Regular news and social media updates
M13-20	Production of video interviews, podcasts, etc.
M18-20	Participation in events such as UITP Dubai and ITS European Congress
M18-20	Publication of Policy Brief
M20	Updated NEXUS video
M20-24	Updated roll-up and flyers
M24	NEXUS final event

MONTH	ACTION
M24	D10.2
M24	D10.3
M24	Milestone 13 – Stakeholder engagement to share interim results 2
M24	Milestone 14 – Project exploitation strategy
M24	Milestone 15 – NEXUS final event

## 5 CONCLUSIONS

The updated Stakeholder Engagement and Dissemination Strategy builds upon the foundations established during the first year of the NEXUS project and provides a reinforced framework for the next implementation phase. It reflects the lessons learned, refined methodologies, and expanded activities that will guide effective communication, collaboration, and dissemination throughout RP2.

This updated strategy ensures coherence across all engagement and dissemination actions by aligning them with the project's evolving objectives and the upcoming milestones. It strengthens coordination among partners, reinforces visibility through diversified communication channels, and ensures that the project's outputs are effectively shared with relevant stakeholder groups—including metro operators, public transport authorities, policymakers, manufacturers, researchers, and user associations.

The structured four-step methodology—engagement planning, stakeholder analysis, coordinated implementation, and review—remains the cornerstone of NEXUS engagement efforts. Its continued application ensures that stakeholder interactions are systematic, transparent, and adaptable. The integration of monitoring tools, such as the stakeholder involvement tracker and updated dissemination KPIs, provides a clear framework for measuring progress and assessing impact.

As NEXUS advances toward its validation and exploitation phases, engagement activities will increasingly focus on communicating demonstrator results, highlighting policy and technical recommendations, and fostering collaboration with Europe's Rail initiatives and sister projects. The strategy also supports the consistent use of visual identity, templates, and messaging, ensuring professional and recognisable communication across all channels.

Through this updated and future-oriented approach, NEXUS will maintain strong stakeholder relationships, enhance the dissemination of its findings, and maximise the project's overall impact within the European metro and urban mobility sectors. The strategy will continue to evolve dynamically, ensuring that stakeholder engagement and dissemination remain integral to achieving the project's long-term objectives and legacy.

## 6 REFERENCES

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## 7 ANNEXES

### ANNEX 1: OVERVIEW OF VISUAL IDENTITY



02

BASIC LOGO



DIGITAL COLOUR PALETTE

#96C230	R=150 G=194 B=49
#19203C	R=25 G=32 B=60
#A149B3	R=161 G=73 B=179

#6ABBDB	R=106 G=187 B=219
#7E33C1	R=126 G=51 B=193
#C6C6C6	R=198 G=198 B=198

PALETTE FOR PRINTING

#95C131	C=50 M=0 Y=95 K=0
#18203B	C=100 M=88 Y=44 K=55
#9D4D98	C=46 M=79 Y=0 K=0

#95C131	C=58 M=9 Y=10 K=0
#664293	C=73 M=82 Y=0 K=0
#C6C5C5	C=25 M=19 Y=20 K=2



Green. Used for headings, corporate graphics (charts, diagrams, branded patterns, and other elements), and text highlights.



Dark blue. Used for headings and as the primary color for text. It can also be used for a small amount of graphics.



Light blue. Used for subheadings, corporate graphics (charts, diagrams, branded patterns, and other elements), and text highlights.



Purple. Used minimally in layouts to highlight specific graphic or text elements.



Gray. Used as a supporting shade for dividing lines, frames, arrows, and infographic elements.



Gradient. Used as a background. It can also be used in branded linear patterns.

LOGO FONT

Segoe UI Emoji

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 .,-+!N°&@«»

BRAND FONT

**Bureau Eagle FB Book**  
**BureauEagleBold**

FONT FOR THE INTERNAL DOCUMENTS  
 (DELIVERABLES, SLIDES, ETC.)

Arial  
**Arial**







## ANNEX 4: NEXUS STAKEHOLDER REGISTER

	A	B	C	D	E	F	G	H	I
1	Organization name	Organization type	Country	Partner inviting stakeholder	Target Group (as defined in proposal)	Areas of expertise	NEXUS thematic areas of interest to stakeholders	Additional info on "Thematic areas of Interest"	URL (organisation website)
2									
3									
4									
5									
6									
7									
8									
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